

DOLLARS FOR EL PASOANS

"KRACKAJACK" EL PASO HARDWARE ESTABLISHMENT USES FIVE ACRES OF FLOOR SPACE

Of exceptional importance among the firms which are extending the fame of El Paso as the leading industrial and commercial city of the Southwest is the establishment of Krackauer, Zork & Moye's S. I., with salesrooms, offices and plant fronting on San Francisco street, the thoroughfare leading from the Union Depot to the business center of the city. This house is recognized in the trade as one of the most successful hardware firms in the entire West.

The front of the "Krackajack" store is a notably successful example of commercial architecture, combining unusual grace of line with plenty of attractive window display space. In a word, the exterior of this store is temptingly suggestive of the interior—a place that contains absolutely everything worth while in hardware and allied lines. It is known as the store of "Hardware satisfaction," and it looks it.

The firm of Krackauer, Zork & Moye's S. I., was established when El Paso was young—in 1886—and the story of its growth is one of step-for-step progress with the city itself. Three times since 1886 the business has outgrown its quarters. The present fine home of the firm was completed some four years ago and is admittedly one of the most completely equipped establishments of the kind in the country. It contains more than five acres of floor space and includes a thoroughly equipped machine shop and service plant, where repairs can be made on all machinery sold. This expert repair service has proved a great convenience to southwestern farmers and mining people, avoiding the necessity for sending to distant places for new parts and repairs.

In addition to this expert repair and service work, the "Krackajack" plant manufactures a three-fourth inch centrifugal pump which has won wide and deserved popularity throughout this territory.

"Krackajack" salesmen make regular trips over this entire territory, and the firm's record of uniform fair dealing with customers of every class has made its name a synonym for satisfaction.

The winning business policies of the firm of Krackauer, Zork & Moye's S. I., are represented by three registered trade marks—"Krackajack," "Gate City" and "Cactus." These names are recognized guarantees of quality and are recognized as such not only by retail hardware dealers but also by the southwestern public generally. To enumerate the lines carried by this house would be like presenting a dictionary of the hardware business. It should be remembered, however, that, in addition to the complete line of household hardware shown in the retail salesroom on the "White Way," the firm of Krackauer, Zork & Moye's S. I., has in stock at all times enormous quantities of builders' hardware, sporting goods, guns, ammunition, agricultural machinery, engines, pumps, mining supplies, windmills, cutlery, boilers and irrigation equipment.

"Krackajack" success has been founded upon the principle of service as well as excellence of merchandise. Every man in the employ of this big firm is an enthusiast, and the result is that every customer is made to feel that this house has well earned the reputation for selling nothing but "hardware satisfaction."

MADE IN EL PASO



MADE IN EL PASO

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Your
Dollars
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Home



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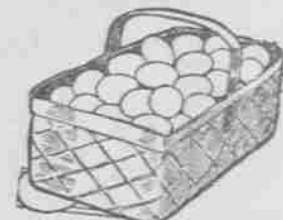
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